

# HOTEL PRODUCTS MERCHANDIZING

**UNIT CODE:** HOS/CU/FB/CR/03/3/A

## Relationship to Occupational Standards

This unit addresses the Unit of Competency: **Merchandize food and beverage products**

**Duration of Unit:** 40 hours

## Unit Description

This unit deals with the Competencies required to merchandize food and beverage products. It involves promoting, upselling, cross selling and rendering happy hour service.

## Summary of Learning Outcomes

1. Demonstrate products knowledge
2. Market food and beverage products
3. Undertake loyalty programmes

## Learning Outcomes, Content and Methods of Assessment

Learning Outcome	Content	Methods of Assessment
1. Demonstrate products knowledge	<ul style="list-style-type: none"><li>• Food and beverage product knowledge</li><li>• Common terminologies in food and beverage service</li><li>• Menu pricing</li><li>• Food and nutrition</li><li>• Ingredients, sauces and accompaniments</li><li>• Common food and beverage allergens</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral questioning</li><li>• Third party report</li></ul>

Learning Outcome	Content	Methods of Assessment
2. Market and sell food and beverage products	<ul style="list-style-type: none"> <li>• Menu cards design</li> <li>• Restaurant products marketing</li> <li>• Marketing tools</li> <li>• Restaurant products sales techniques</li> <li>• Guest's feedback</li> <li>• Corporate Social Responsibility activities</li> <li>• Special billing procedures</li> <li>• Happy hour offers</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral questions</li> <li>• Third party report</li> </ul>

**Suggested Methods of Instruction:**

- Direct instruction
- Role play
- Case studies
- Field trips
- Discussions
- Demonstration by trainer
- Practice by the trainee

**List of Recommended Resources:**

stationery, POS system, PMS system, manual checks, in-house guest list, reservation diary, captain orders, micro card, telephones, safety manuals, menus